

Simple Offline Profits

Thank you for investing in this WSO. This WSO is not your typical PDF that shows you some old tactic about offline marketing.

Offline marketing is not easy to be in....but only because of one thing: it's not easy to get clients.

In all of offline marketing.....

It is the hardest to land offline clients. You could sell THE MOST MAGICAL OFFLINE SERVICE THAT WOULD GET THEM CLIENTS....

If you don't know how to sell and how to

communicate with your clients, you will never make a good chunk of cash. This is a tough business because of one thing: getting businesses interested in your services.

This entire WSO consists of contacting clients.....three additional steps.....and then collecting the cold hard cash.

Before we ever get into it....

You need to know what you're going to sell these clients. Attached are countless WSOs that I have sold before, and they are ALL FREE. Some of them talk a lot about services worth offering.

Below is a quick list of some things you could sell:

1) Mobile Sites

- 2) Website Redesign
- 3) Email marketing
- 4) Flyer creation/distribution
- 5) Brochure and Business card creation
- 6) SMS/text marketing
- 7) SEO / Social media management

There you go, you got 7 great services worth offering. Of course, you want to educate yourself to offer those services correctly.

Just a quick search on the WF will allow you to learn about these things and how to offer them.

I don't want to make this WSO about what to offer because I know the hardest struggle for most people right now is more so about what to do to GET CLIENTS.

I have made countless WSOs about landing clients, but this one is definitely different and

takes on a new approach to get clients.

Do you want to know what it is?

Let's get started

Step One - Find Clients

I am not going to elaborate on this because it is very simple to find clients. You can go to Yelp, any review websites, and even on Google searching for "Restaurants in (city/county)"

I highly recommend using the website Groupon for finding clients, not because it is easy to find businesses, but mainly because it is so hard to find targeted leads of business owners who are seriously interested in.

If you are on Groupon, just remember when contacting the businesses that they are very much knowledgeable about online marketing or

any form of advertising.

They put the time in to put their business on Groupon, so not only are they targeted leads and businesses, but they are business owners who know how powerful the Internet is.

Offering them services is great because of how targeted they are.

The Main way for marketing to these clients is through: email.

But this isn't some ordinary email template you have to sell. It is a strong and powerful technique that can help you land tons of clients.

To get their email, head to their website and visit their "contact us" page to find their email. Send them the email I show you below.

Have you ever heard of online survey forms?

Online survey forms are a simple form that you can fill with several questions for businesses to answer.

These surveys will not only give you the opportunity to approach business owners easier and break the ice with each other, but they literally help you to see what these business owners need the most and what they are looking for in terms of their advertising.

Before I show you what is going to be done with the surveys, use this template to approach these businesses

"Subject line: (Name Of Business) - Could I maybe interview you real quick?

Email: Hello (Name Of Business),

I am an Internet marketing consultant and I am trying to get a good idea on what most

businesses within the (whatever city the business is from) area are doing for their advertising. I have been helping (their niche) throughout (your city), and I want to expand and help more businesses with their marketing.

I just want to know what the majority of people are doing in (city). I am contacting as many businesses as much as I can. Could you maybe fill out this quick survey? It'll take you maybe like 2 minutes to fill out.

Link to survey

- Name"

I will show you exactly everything to properly do this, especially how to give them the survey and where to get a survey made, but let me show you how you will continue on with this method.

After they have given you your results, I would say that at least 2 out of 10 businesses will start asking you about what you can do for them.

This is a method that not only requires little time to setup, but you don't even have to sell to them. They will start asking you.

I contacted a couple hundred businesses awhile ago, and out of the 60 people who got back to me, I would say about 20 asked me literally about what I could do for them.

Most of them told me about how they tried to do SEO but they hired such an inexperienced provider.

Others would tell me about how they tried building a mobile site using Dudamobile, and then how they were wondering if I could do it. It's quite interesting how they end up wanting to work with me after this.

What happens if they finish the survey but don't ask me about anything?

Now, the next thing to do now if they are one of the many businesses who simply complete the survey but don't talk to you about it and don't ask anything, the goal next is to look through their current answers.

Now, I haven't been able to discuss what questions you're going to put in the survey, but let me explain something here: one of the questions you must put in the survey is this: are you spending money on advertising on the Internet? Yes or no?

If they say yes, you know they are worth targeting.

Another question you must have is: how much are you spending on advertising on the

Internet? Answers: \$0....\$1-\$500.....\$501-\$1,000.....\$1,000-\$3,000.....\$3,000+

Now, whatever they choose, you know what target market they are in and how much they are currently spending. This way, you don't go higher than their current investment capabilities but also knowing not to get too low in your pricing offers.

The next step to do now is getting in contact with them again after they give you their results.

You could go about this in two separate ways:

Way #1) Say 'thank you' for their input, and that it'll help you with your research.

Wait a day or 2 days, and then send them another email letting them know about how you could help.

"Hi (Name of business),

Just wanted to drop by again and say your input helped me out with my research.

I feel like your business would benefit greatly from (name of service). Have you ever thought about doing (your service...SEO...going mobile...doing email marketing....SMS marketing...etc)?

(Edit the following part depending on your service) Millions of people today are on their phones, and if they visit your site on their phone, it'll be easier on them if your site is mobile designed.

Your name"

You definitely want to take advantage of this "cliffhanger" of them going, "what about the

service? I need to know more about this."

Now, let's go onto the second way to do this business...

Way #2) Contact them as another person

This is a very unethical form of marketing and I wouldn't suggest it, especially if you don't want to get in trouble with the business.

I did have a friend test this out themselves just for the sake of it, and yes, they got a 100% response rate from the businesses. They contacted a couple dozen businesses, 10 did the survey, and 10 got interested.

Of course, like I said, I wouldn't recommend this since it is very unethical, but when a friend told me about it the other day, I thought I might as well tell you in this WSO because it did work.

The way he did this was simple....he made a random survey with interesting questions about marketing....he made sure that the business was writing about what kind of marketing they were interested in.

And when he got his results, he waited several days to get back to them but as another person offering exactly what they have been interested in and the info they gave in the survey.

So if the biz was spending \$500 on marketing at the moment and was interested in ranking higher on Google, he was going to sell them on SEO at \$500-\$1,000.

Now, let's talk about online surveys and how to get this done.

If you go to Kwiksurveys.com it is a completely free site. It isn't the best online survey site, but it's super easy to use and completely free.

When you visit the homepage, just type in your name and email, and it'll give you the ability to build your first survey.

Just click on surveys at the top right in the middle of the screen.

Write down the name of the survey.

Choose your template, and then click on "multiple choice questions" on the left, and then start adding in your questions.

You need to fill out the survey by putting in a description for you to know, and another description for the clients to see. In the main title, you can just type something like "Internet

marketing research".

The description could say:

"Complete this short survey to let us know what form of marketing and advertising you are doing to build your business."

Of course, this is your decision. I have made surveys where I put, "We want to help you market your business. Fill out this survey to best see how we could help."

But that is just a bit too obvious, don't you think?

Note: again, DO NOT ask them questions where they have to type. Setting up the quiz is easier done like that.

Remember how I put in the email template for them, I made sure that they are only going to

put in less than two minutes of work to do this.

Again: choose ONLY multiple choice questions, and stick to less than 4-8 questions.

The rest of the process for making your own survey is pretty self explanatory. The site is super easy to use, and I would recommend it over other surveys. The only problem is that there are ads, so you could always use another survey site if you want.

To make this easy on you, here are several questions you could use with the answers you could put:

1) Are you marketing and advertising online?

Yes

No

No, but I plan to.

2) How much have you spent to do marketing online?

\$0

\$1-\$500

\$501-\$1,000

\$1,001-\$2,500

\$2,501+

(This second question will help you see what they are willing to spend on your services so you know how much to sell to them.)

3) Have you ever done (type in service you're interested in offering)?

Yes

No

No, but I want to.

4) Which one form of marketing have you ever heard of and/or want to try?

Mobile Websites

PPC

SEO

(Other service you want to offer)

(Other service you want to offer)

Neither

5) Do you use social media to market your

business?

Yes

No

No, but I want to.

Once the survey is complete, click on "next" at the top right and launch the survey. You could choose to link it from your website or whatever way you choose...

I have used it countless times on my iPad, and the best way to get the link of the survey to give in the email is just to copy and paste it from the HTML listings at the bottom.

Trick technique: you could always go niche specific with your surveys the way I like to. For

example, if you want, you could make a survey mainly for restaurant owners talking about how many customers they have during the day. You could go for plumbers if you choose to, or even sports psychologists. Just a quick note; some sports psychologists are charging athletes with \$2,500 for ONLY 3 SESSIONS A MONTH. They are not only big clients, and while they can be tougher to land sometimes, they away be the budget. Just a side note for you there.

I have only a few sports psychologist clients, but they are very much capable of paying for online marketing.

Now, you could build these surveys, email them out to business owners, and start collecting some cash.

The system is easy to follow. Here is a checklist on how to do it from beginning to end.

- 1) Sign up to Kwiksurveys.com
- 2) Create your survey (go niche specific if you choose)
- 3) Start sending the surveys out to clients
- 4) And start selling to them in whatever way you choose

This builds not only rapport, but it connects you to the business owners in a sense that it gives them the opportunity to talk to you and you talking to them without putting them on the spot to decide that they are going to be sold to.

Try to remember that they want to trust you, so consider taking your time and not being in too big of a rush.

This method is quite powerful if you work at it. If you enjoyed it yourself, get started. Need

some extra help or guidance? You can always email me at joelswsohelpdesk@gmail.com